



Manage Circulation Marketing Campaigns

The concept for the creation of CircSense was born from the realization that small to medium size publishers did not have access to, or the attention they deserved from, "New York level" - large publishing, consumer marketing talent. These publishers simply could not afford to hire such talent, or pay exorbitant consultant or outsourcing fees. Thus, CircSense was created and structured with this very specific need in mind to help this underserved market.

Nonetheless, due to our hands-on experience with large consumer publications, we are also able to provide our services and expertise to this major segment of our industry.



Common sense and practical solutions for magazine publishers who are seeking to launch a new title, grow circulation, and manage resources as efficiently as possible.

CircSense is a strong global consultancy and outsourcing firm specializing in the delivery of service solutions to magazine publishers in the United States and overseas, from new launches to seasoned publications, wishing to increase their current distribution or expand into new markets anywhere in the American continent.

At CircSense we cover the entire range of functions to build and manage your publication's marketing and circulation: direct-mail planning and execution; insert cards strategy and design; budgets and circulation forecasting; ABC/BPA circulation and USPS audits; rate-base management; renewals and billing efforts; fulfillment management; newsstand distribution management; public place distribution; controlled circulation; timely and management-friendly reporting; source analysis; custom publishing; and much more.

CircSense is the strategic solution to your marketing and audience development needs, whether you are considering to complement and provide additional support to existing staff, or to outsource all or part of these functions, as needed.

Services

Business Planning

- Prepare an initial long term (5-years) and annual budget model for circulation planning, revenue and expenses, including additional scenarios to evaluate circulation profitability options.
- Update and maintain circulation model for targeted circulation level, production, revenue and expense tracking versus budget.
- Recommend strategic direction including source mix, testing and pricing.
- We will provide general industry and category-specific information (base-line comparisons) as available through our participation in industry functions and through our role as a multi-title circulation service company.

Circulation Marketing

- Determine base offer and creative strategy.
- Manage creative design.
- Plan and execute testing of offers, design and mix.
- Coordinate mix (bind-ins vs. blow-ins) and coding.
- Handle entire print production process.
- Prepare analysis and reporting.

Operations

- Evaluate current renewal and billing series by source and effort to determine effectiveness and efficiency to the P&L per sub level.
- Work with fulfillment division to schedule mailings and ensure that timing, messages, offers and packages are as effective as possible.
- Investigate, recommend and execute the testing or changing of packages, messages, offers, timing, number of efforts and possible new renewal sources where testing is appropriate.
- Monitor renewal and billing response/profitability to identify new trends, and pinpoint strengths and weaknesses by effort to maximize effectiveness of series.
- Monitor inventory of stock components and project future volumes for purchasing purposes.
- Be primary liaison with the fulfillment division in all renewals and billing matters.

For more information please visit

<http://www.circsense.com>